

Brand Media Toolkit

2026

The GeekyAnts Logo

The logo lockup has two parts:

- | The logo-mark (Referred to as the “Ant Circle”)
- | the word-mark (The word GeekyAnts in Roboto Bold)

The Ant Circle can be used by itself.

But the word-mark cannot be used without the Ant Circle.

The following pages detail the principles of both elements and provide guidance on using them to represent GeekyAnts with clarity and impact.

Logo-mark

Word-mark



GeekyAnts

Clear Space

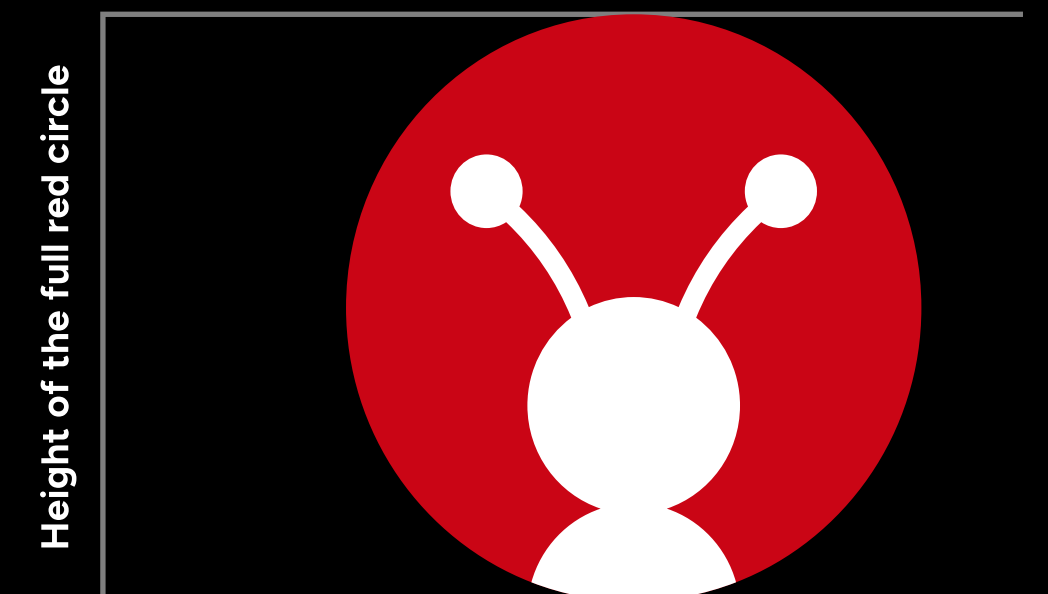
Maintain clear space around the logo to avoid crowding.

Leave at least half the diameter of the Red circle on each side.

When measuring the height of the Red circle, do not disregard the white ant. The entire height needs to be taken into account.

It is ideal to use the diameter of the Red circle as a reference for aligning to other objects vertically in prominent large scale prints, where it may be noticeable. (This may mean ignoring the height of the descender on the lowercase "y".)

When aligning with other text, the baseline can be used.



Aligning to
other objects



Aligning to
other text



Baseline

Logo Usage on Background Colors



GeekyAnts



GeekyAnts

For darker backgrounds, use the logo with the white text.



GeekyAnts



GeekyAnts

For lighter backgrounds, use the logo with the black text.



GeekyAnts



GeekyAnts

For mid-tone or other backgrounds in the red family, use the full white logo to prevent the logo mark from blending in the background.

Partnerships

When a partnership lockup is required, use the full logo lockup wherever possible.

Maintain clear spacing between the GeekyAnts Logo and the Partner Logo.

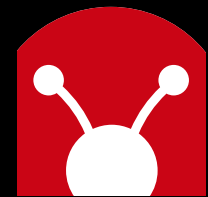
Both Logos should have equal visual weight.



If we are sponsoring something, we can be placed under another company.

If we have equal contribution, we need to be placed side-by-side.

Logo Misuse



Do not crop the Logo.



Do not rotate any part of the Logo.



Do not change the color of the Logo.



Do not make the Logo multi-colored.



Do not remove the white fill from the ant when adding to a colored background.



Do not use effects like drop shadow, glow, etc.



Do not change the Logo proportion or placement.



Do not distort the Logo.



Do not create outline of any part of the Logo.



Do not use the brand name without the icon.

